In the Claims

1. (Currently amended) An interactive personalized viewing system, comprising:

a base station comprising memory for storing a user profile that provides the viewing preferences of a user, the base station configured to send the user profile to a new electronic media element, to replace the user profile in the memory with a user profile modified with information in the new electronic media element and to provide a video signal to a display device; and

an electronic media element, the electronic media element including a dedicated tuner for receiving a broadcast signal, the electronic media element further including a local storage element for storing at least a portion of ~~a modifiable~~ the user profile ~~which provides the viewing preferences of the user~~, and a processing element operative to generate the video signal provided to the display device by modifying the display characteristics of the broadcast signal in response to the user profile, wherein the video signal display characteristics are anonymously modified by the user profile.

2. (Original) The personalized viewing system of Claim 1, wherein the electronic media element is a service cartridge including a detection element, the service cartridge having a unique identifier associated therewith stored in the local storage element wherein the display characteristics of the video signal are modified upon detection of the unique identifier of the service cartridge.

3. (Original) The personalized viewing system of Claim 1, wherein the broadcast signal is maintained in the local memory and modified in response to the user profile before the video signal is provided to the display device.

4. (Original) The personalized viewing system of Claim 3, wherein the modification of the broadcast signal comprises a reorganization of the content of the broadcast signal in response to the user profile.

5. (Original) The personalized viewing system of Claim 2, wherein the user profile is accessed and modified upon detection of the unique identifier of a new service cartridge.

6. (Original) The personalized viewing system of Claim 5, wherein the service cartridge further includes a plurality of dedicated tuners, each of the dedicated tuners operative to receive a specific corresponding broadcast signal.

7. (Original) The personalized viewing system of Claim 6, wherein the service cartridge further includes a plurality of media storage elements operative to store a specific video signal corresponding to the plurality of tuners.

8. (Original) The personalized viewing system of Claim 2, wherein the base station further includes a communication link, and the service cartridge includes means for enabling electronic purchases through the communication link, the electronic purchasing means operative to track purchases made by the user.

9. (Original) The personalized viewing system of Claim 8, wherein the service cartridge includes means for modifying the user profile in response to purchases tracked by the electronic purchasing means.

10. (Original) The personalized viewing system of Claim 2, wherein anonymous personalization is based on a fee service.

11. (Currently amended) An electronic media element for enabling an interactive personalized viewing system, comprising:

a tuner dedicated to receive a broadcast signal having a predetermined frequency range;

an adapter, coupled to the tuner, operative to provide a video signal to a display device;

a local memory operative to store the broadcast signal, the local memory further storing at least a portion of a ~~modifiable~~ user profile and a unique identifier of the media element, the user profile including the viewing and additional preferences of the user, the user profile initially received from an interactive personalized viewing system upon

installation of the electronic media element in the interactive personalized viewing system; and

an electronic component operative to generate the video signal by modifying the characteristics of the broadcast signal in response to the user profile, wherein the video display characteristics are anonymously modified by the user profile.[[.]]

12. (Original) The media element of Claim 11, wherein metadata is associated to identify segments of the broadcast signal and the viewing order of the segments is reorganized in response to the user profile.

13. (Currently amended) The media element of Claim ~~11~~12, wherein the reorganization of viewing segments is determined by matching the metadata with the contents of the user profile.

14. (Original) The media element of Claim 12, wherein the electronic component comprises a processor capable of performing a comparison of the metadata and the data stored in the user profile.

15. (Currently amended) The media element of Claim ~~10~~11, further including a plurality of tuners, each of the tuners operative to receive a broadcast signal having a predetermined frequency range, and a plurality of media storage elements operative to store the broadcast signals received by each of the plurality of tuners.

16[[,]]. (Currently amended) The media element of Claim ~~10~~11, further including ~~means for~~ a detection unit to detect~~ing~~ information present in other media elements.

17. (Original) The media element of Claim 15, wherein the unique identifier is stored in the local memory, the unique identifier information being detected by the detection unit such that the use profile is modified in response to the detection of the unique identifier.

18. (Currently amended) The media element of Claim ~~16~~17, wherein the user profile is modified based on the information present in ~~the~~ a newly detected media element.

19. (Currently amended) A method of enabling anonymous personalization of an interactive viewing system, the method comprising ~~the steps of~~:

~~(a) creating a~~ sending a user profile to a new dedicated electronic device upon installation of the new dedicated electronic device in the interactive viewing system, the user profile ~~by~~ providing ~~an initial~~ a set of viewing preferences; and

~~(b)~~ modifying the user profile ~~created in step (a) through~~ as a result of the installation of ~~a~~ the new dedicated electronic media device ~~into the viewing system~~.

20. (Currently amended) The method of Claim ~~18~~19, wherein the new dedicated electronic media device ~~of step (b)~~ includes a unique identifier stored therein which automatically modifies the user profile based on the information contained therein.

21. (Currently amended) The method of Claim ~~19~~20, wherein modifying the user profile comprises ~~the steps of~~:

~~(b1)~~ detecting the unique identifier of the ~~installed~~ new dedicated electronic media device; and

~~(b2)~~ adding the characteristics of the new dedicated electronic media device ~~identified in step (b1)~~ to the user profile.